## Tamkang University Academic Year 110, 2nd Semester Course Syllabus

Course Title	MARKETING MANAGEMENT	Instructor	SUN, CHIA-CHI
Course Class	TLFBB2B  DIVISION OF GLOBAL COMMERCE,  DEPARTMENT OF INTERNATIONAL BUSINESS  (ENGLISH-TAUGHT PROGRAM), 2B	Details	<ul><li>◆ General Course</li><li>◆ Required</li><li>◆ One Semester</li></ul>
Relevance to SDGs	SDG4 Quality education		

## Departmental Aim of Education

- I . Acquisition of professional knowledge.
- II. Learning effective self-planning.
- ${\rm I\hspace{-.1em}I\hspace{-.1em}I}$ . Theoretical application of practical matters.
- IV. Interpersonal communication and teamwork.
- V. Analysis of problems and recommendations.
- VI. Awareness of Ethics as a global citizen.

## Subject Departmental core competences

- A. Students can demonstrate that they have program basic knowledge of business and management.(ratio:50.00)
- B. Students can demonstrate that they have capability in professional knowledge expression. (ratio:50.00)

## Subject Schoolwide essential virtues

- 2. Information literacy. (ratio:50.00)
- 7. A spirit of teamwork and dedication. (ratio:50.00)

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mar		a Objectives			
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	and the place and contribution of marketing to the business  Cognitive		Cognitive		
enterprise.  Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources					
disadvantages of both types of data.					
The c	orrespondences of teaching obje	ectives : core competences, essential virtues, te	eaching methods, and assessment		
Core Compet	ences Essential Virtues	Teaching Methods	Assessment		
ıВ	27	Lecture, Discussion	Testing, Discussion(including classroom and online)		
		Course Schedule	,		
Date	Course Contents		Note		
11/02/21 ~ 11/02/25	Introduction of the Course				
11 /02 /20	Chapter 01 Marketing: Creating Customer Value and Engagement				
Sa CO .B	The competence Compete	The correspondences of teaching object re Competences  Essential Virtue  27  Date  /02/21~ /02/25  Introduction of the Cours	The correspondences of teaching objectives : core competences, essential virtues, teaching Competences  Essential Virtues  Teaching Methods  Lecture, Discussion  Course Schedule  Date  Course Contents  /02/21~ /02/25  Chapter 01 Marketing: Creating Customer Value and		

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3	111/03/07 ~ 111/03/11	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships		
4	111/03/14 ~ 111/03/18	Chapter 02 Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships	ing to Build Customer Engagement, Value, and	
5	111/03/21 ~ 111/03/25	Chapter 03 Analyzing the Marketing Environment	Small quiz 1	
6	111/03/28 ~ 111/04/01	Chapter 03 Analyzing the Marketing Environment		
7	111/04/04 ~ 111/04/08	Chapter 04 Managing Marketing Information to Gain Customer Insights	Small quiz 2	
8	111/04/11 ~ 111/04/15	Chapter 04 Managing Marketing Information to Gain Customer Insights	Small quiz 3	
9	111/04/18 ~ 111/04/22	Chapter 05 Understanding Consumer and Business Buyer Behavior		
10	111/04/25 ~ 111/04/29	Midterm Exam Week		
11	111/05/02 ~ 111/05/06	Chapter 05 Understanding Consumer and Business Buyer Behavior		
12	111/05/09 ~ 111/05/13	Chapter 06 Customer Value-Driven Marketing Strategy: Creating Value for Target Customers	Small quiz 4	
13	111/05/16 ~ 111/05/20	Chapter 07 Products, Services, and Brands: Building Customer value		
14	111/05/23 ~ 111/05/27	Chapter 07 Products, Services, and Brands: Building Customer value	Small quiz 5	
15	111/05/30 ~ 111/06/03	Group Presentation-Group 1~Group 3		
16	111/06/06 ~ 111/06/10	Group Presentation-Group 4 ~Group 6		
17	111/06/13 ~ 111/06/17	Group Presentation-Group 7 ~Group 9		
18	111/06/20 ~ 111/06/24	Final Exam Week		
Re	Requirement			
Tea	ching Facility	(None)		
	Marketing Management, 15th Edition Philip Kotler, Northwestern University Kevin Lane Keller, Dartmouth College		evin Lane	

References	Marketing Management: A Strategic Decision-Making Approach. 8th Edition. By John Mullins and Orville Walker.		
Number of Assignment(s)	(Filled in by assignment instructor only)		
Grading Policy	<ul> <li>Attendance: 10.0 %</li></ul>		
Note	This syllabus may be uploaded at the website of Course Syllabus Management System at <a href="http://info.ais.tku.edu.tw/csp">http://info.ais.tku.edu.tw/csp</a> or through the link of Course Syllabus Upload posted on the home page of TKU Office of Academic Affairs at <a href="http://www.acad.tku.edu.tw/CS/main.php">http://www.acad.tku.edu.tw/CS/main.php</a> .  ** Unauthorized photocopying is illegal. Using original textbooks is advised. It is a crime to improperly photocopy others' publications.		

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